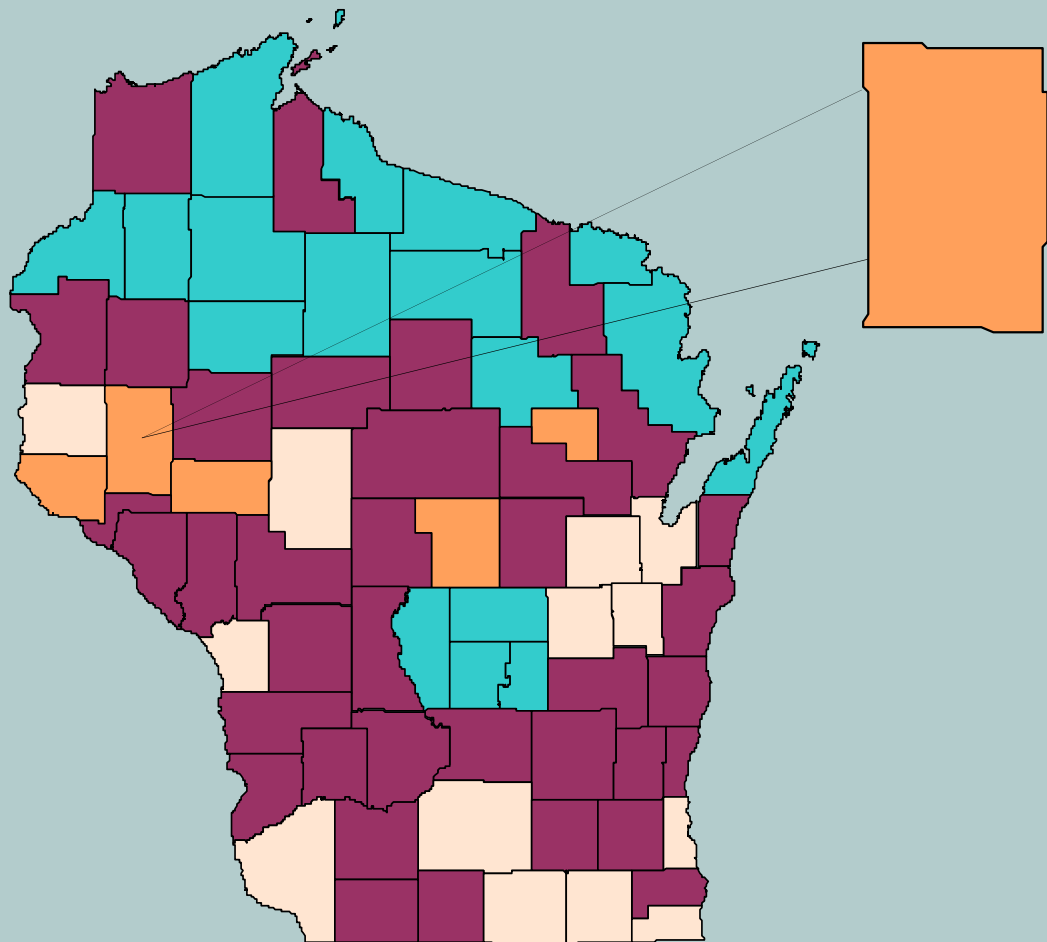
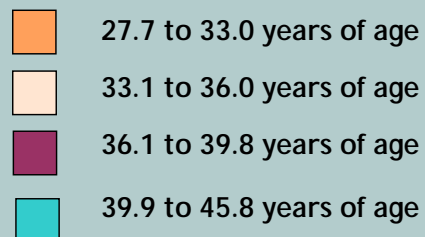


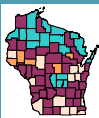
Dunn County Workforce Profile

Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

From 1990 to 2000 the population in Dunn County increased from 35,909 to 39,858 according to Census 2000 information. That increase of 3,949 residents was greater than the increase during the last decade when the county lost residents from migration. The county continued to add residents through the end of 2000 and by the end of the year the population increased by another 457 residents. That resulted in a 1.1 percent increase which was greater than the growth in both the nation and state.

The increase in population of 11.0 percent during the 1990s ranked 34th out of 72 counties in the state. The increase in population in Dunn County resulted from increases in both natural causes and from people moving to the county. From 1990 to 2000 there were 4,396 births in Dunn County that exceeded the number of deaths by 1,745. Meanwhile, net migration resulted in the increase of 2,204 new residents, a reversal of the loss of 600 from migration during the last decade.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that prior to 1995, roughly 28 percent of the population 5 years and older, or 10,568 individuals, lived in a different county. Of those new residents 34 percent moved from another state and 66 percent from somewhere

else in Wisconsin.

The census also reveals that the majority of the increase in county population occurred with the addition of 3,362 in the white population. Only one other single ethnic group, Asian, added population during the 1990s, but the increase was very small. In 2000, just over 97 percent of the population in Dunn County were white, about the same as in 1990. The second largest ethnicity, Asian, comprised 2.1 percent of the population.

The largest municipality, the City of Menomonie, with an increase of 1,390, added the most new residents during the 1990s while the second largest numeric increase was in the Town of Menomonie with 442 residents. But the Town of Elk Mound, on the eastern border, increased the fastest, with a 49.7 percent change in population and the addition of 372 residents.

Many of the residents that moved to the county during the 1990s were probably younger to middle-aged even though the largest increase in population occurred in the 50-59 year old age group. Most of this increase was from an aging population, as was the second largest increase in the 40-49 year old group. In spite of the increases in population groups over 40, the median age in Dunn County of 30.6 years is the second lowest in the state but did in-

(Continued on page 2)

Total Population

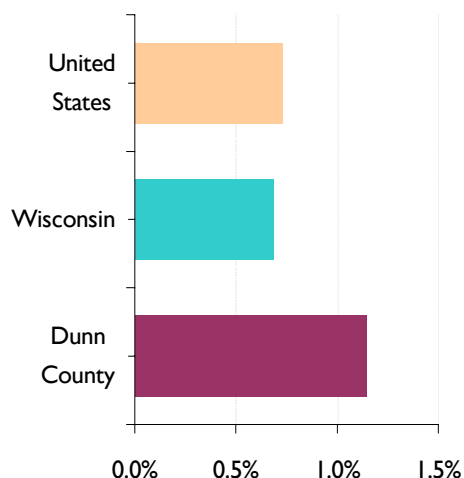
| | 2000 Census | January 1, 2001 Estimate | Percent change |
|---------------|-------------|-----------------------------|-------------------|
| United States | 281,421,906 | 283,474,000 | 0.7% |
| Wisconsin | 5,363,675 | 5,400,449 | 0.7% |
| Dunn County | 39,858 | 40,315 | 1.1% |

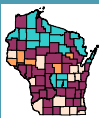
Ten Largest Municipalities

| | | | |
|---------------------|--------|--------|------|
| Menomonie, City | 14,937 | 15,103 | 1.1% |
| Menomonie, Town | 3,174 | 3,200 | 0.8% |
| Tainter, Town | 2,116 | 2,147 | 1.5% |
| Red Cedar, Town | 1,673 | 1,703 | 1.8% |
| Dunn, Town | 1,492 | 1,507 | 1.0% |
| Spring Brook, Town | 1,320 | 1,342 | 1.7% |
| Elk Mound, Town | 1,121 | 1,166 | 4.0% |
| Colfax, Village | 1,136 | 1,147 | 1.0% |
| Boyceville, Village | 1,043 | 1,053 | 1.0% |
| Colfax, Town | 909 | 925 | 1.8% |

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



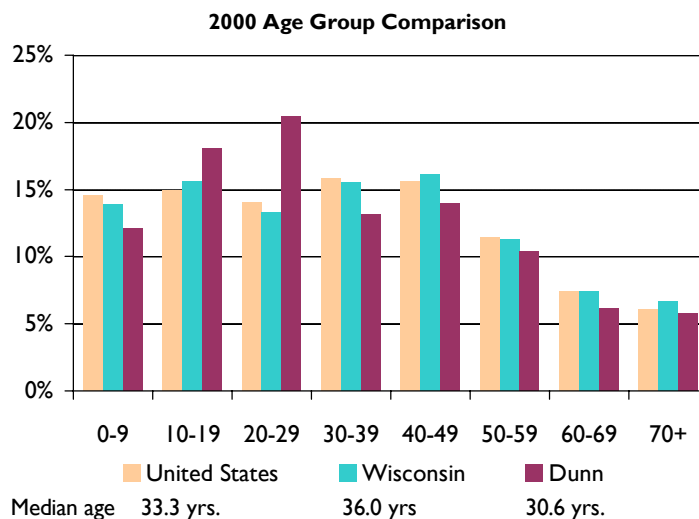


crease from the median age in 1990 of 28.4 years. The median age in the City of Menomonie is even lower at 23.2 years. Both are lower than the state median age of 36 years old and the national median age of 33.3 years.

The lower median age means that there are more residents in the younger population groups than in the older age groups. What is apparent from the graph on the right, however, is that most of that younger population is in the 20-29 year old group. The share of residents in this age group reflects the importance of the University of Wisconsin in the county. That advantage vaporizes in the 30-39 year old group where there is a smaller share of residents than in the state and nation.

The county has a smaller share of population in than the state and nation in all other age groups except the 10-19 year old group. This group is larger because higher birth rates in the 1980s and also includes some of the post-secondary students that live in the county.

In spite of the low median age and the higher share of population in the younger age groups, the largest increases in population occurred in the 40-49 and the 50-59 year old groups. This primarily reflects the aging of the last of the baby boom popula-



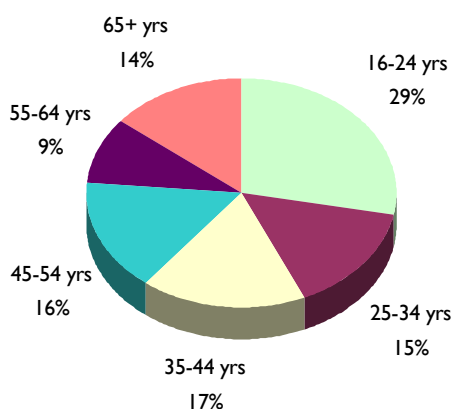
Source: US Department of Commerce, Census Bureau, *Census 2000*

tion and deserves particular attention.

The consequences of the increases in the population groups over 40 on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of an increasing older population, preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce source of labor.

County Civilian Labor Force

Dunn County Labor Force Age Groups



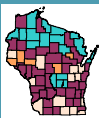
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

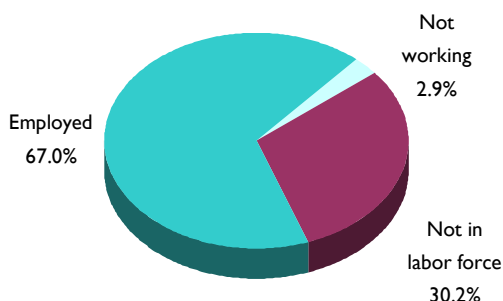
The Dunn County population in 2000 16 years and older totaled 31,479. This population comprises the potential labor force in the county even though 14 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-

(Continued on page 3)

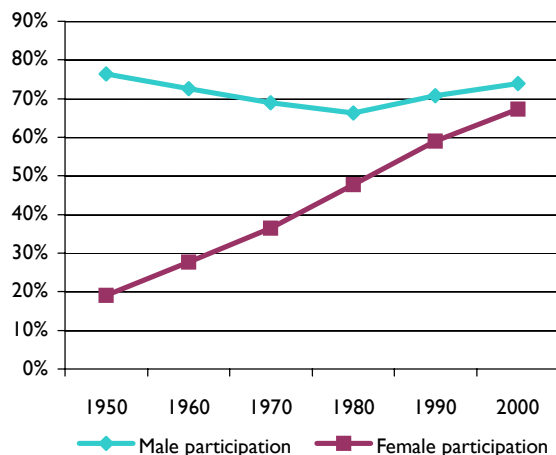


2001 Labor Force Participation



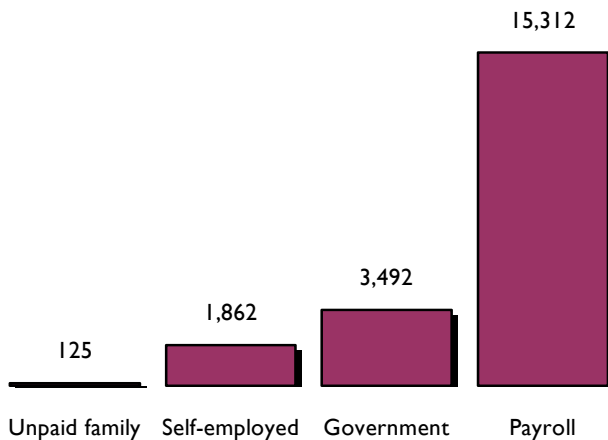
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the work-force of the future, developing and honing skills, and moving into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

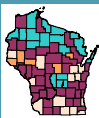
Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Dunn County included 67 percent of the labor force age population that worked, 2.9 percent of the population that were unemployed and 30.2 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 69.8 percent.

Labor force participation, based on estimates from the Local Area Unemployment Statistics (LAUS) program, peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently less than in either the state (73.5%) but higher than in the nation (66.9%). One of the primary reasons for lower participation is the large share of population in the 20-29 year old group that are probably students.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased while participation of men has declined. In general, male participation nationally and in Wisconsin declined as workers, typically male, were unable to shift from goods-producing jobs to service-producing jobs. But in Dunn County that shift occurred earlier and male participation

(Continued on page 4)



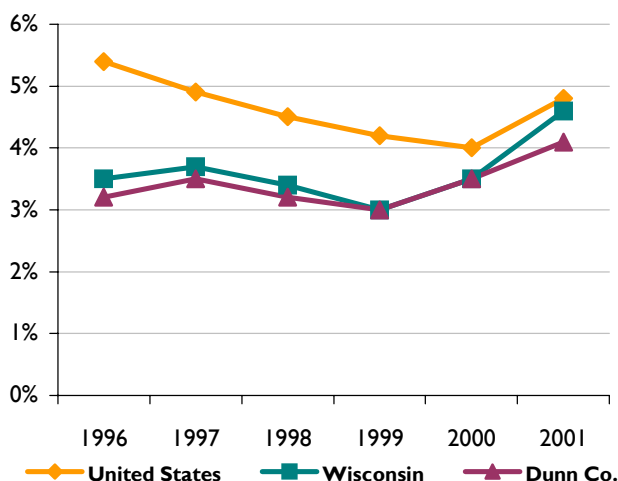
has increased since 1970.

Labor force participants who work are engaged in several 'types of employment'. In Dunn County 74 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 17 percent of total employment.

Roughly 10 percent of workers in Dunn County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is greater in Dunn County than in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5). Total employment in 2001 was 22,100 in Dunn County a year when the total number of jobs with local employers was 15,400.

Unemployment Rate Comparison

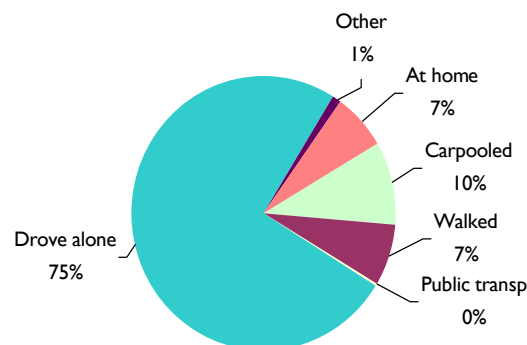


Dunn County Civilian Labor Force Data

| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force | 22,700 | 22,500 | 22,300 | 21,600 | 21,700 | 21,900 |
| Employed | 22,000 | 21,800 | 21,600 | 20,900 | 20,900 | 21,000 |
| Unemployed | 720 | 780 | 720 | 660 | 760 | 900 |
| Unemployment Rate | 3.2% | 3.5% | 3.2% | 3.0% | 3.5% | 4.1% |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

An additional factor that effects the local labor force is the number of workers who commute into, or out of the county for jobs. Census 2000 revealed that roughly 35 percent of the workers living in Dunn County traveled outside the county for work. The specific destination of those workers from the census is not scheduled for release until 2003, but the most probable destination is Eau Claire.

Over the last five years the number of employed in Dunn County declined by 1,000 from 22,000 in 1996. The reduction in employment occurred as workers who were laid off left the area or did not remain in the labor force. During the same five years the labor force declined by 800 participants. In each of the last five years the county average annual unemployment either matched or was lower than state or national rates although there are some winter months when seasonal trends push the unemployment rate higher. The highest unemployment rate in 2001 of 5.7 percent occurred in February while the lowest was 3.0 percent in October.

Most of the workers in Dunn County drive alone to a job, while only 10 percent, about the same as in the state, were part of a car pool. Seven percent of those employed worked at home, compared with four percent in the state and seven percent walked.



County Industry Employment

Nonfarm Wage and Salary Employment

| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | Percent change | |
|--|--------|--------|--------|--------|--------|--------|----------------|--------|
| | | | | | | | 1 year | 5 year |
| Total | 14,669 | 14,793 | 15,014 | 15,362 | 15,434 | 15,423 | -0.1% | 5.1% |
| Goods Producing | 2,998 | 2,929 | 2,815 | 2,831 | 2,912 | 2,922 | 0.3% | -2.5% |
| Construction & Mining | 604 | 624 | 639 | 686 | 693 | 597 | -13.8% | -1.1% |
| Manufacturing | 2,394 | 2,305 | 2,175 | 2,145 | 2,219 | 2,325 | 4.7% | -2.9% |
| Durable | 1,409 | 1,361 | 1,254 | 1,177 | 1,114 | 999 | -10.3% | -29.1% |
| Nondurable | 985 | 944 | 921 | 968 | 1,106 | 1,326 | 19.9% | 34.6% |
| Service Producing | 11,671 | 11,864 | 12,200 | 12,530 | 12,522 | 12,501 | -0.2% | 7.1% |
| Transportation, Communications & Utilities | 394 | 420 | 478 | 501 | 482 | 521 | 8.1% | 32.2% |
| Total Trade | 4,578 | 4,594 | 4,658 | 4,901 | 4,908 | 4,735 | -3.5% | 3.4% |
| Wholesale | 634 | 686 | 684 | 674 | 660 | 632 | -4.1% | -0.2% |
| Retail | 3,944 | 3,908 | 3,974 | 4,227 | 4,248 | 4,102 | -3.4% | 4.0% |
| Finance, Insurance, and Real Estate | 340 | 355 | 363 | 386 | 407 | 414 | 1.6% | 21.7% |
| Services & Misc. | 2,498 | 2,536 | 2,788 | 2,727 | 2,687 | 2,747 | 2.3% | 10.0% |
| Total Government | 3,861 | 3,959 | 3,912 | 4,015 | 4,038 | 4,085 | 1.2% | 5.8% |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Dunn County. All payroll jobs are counted and include occupations from managers to laborers who work full- and part-time, in permanent, temporary and seasonal positions, and are paid hourly, through commissions or salaries, or by

piecework. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

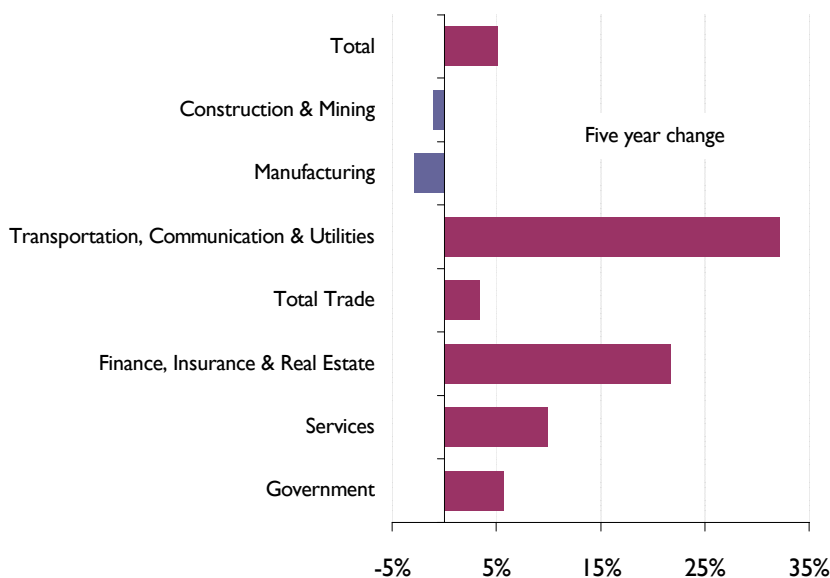
There were 15,420 nonfarm wage and salary jobs in the county in 2001, not nearly enough to provide work for the 21,000 county residents employed in 2001. That's just one reason that roughly 7,000 residents commute to jobs out side of the county. But there are also reasons for workers from other areas to commute to jobs in Dunn County, especially in the last year.

While total nonfarm employment increased 5.1 percent in the five-year period that was slower than the increase in the state of 8.7 percent. The slow growth resulted from losses in manufacturing employment in 1998.

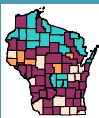
However, in the last year job reductions in the county were less than in the state primarily because manufacturing jobs rebounded and increased 4.7 percent. This occurred as production jobs in the state declined 4.6 percent. Within manufacturing, there appears to be a reduction in employment in durable goods manufacturing but that evolved from a change in the industry classification of an

(Continued on page 6)

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

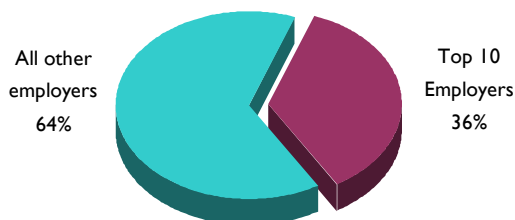
| Company | Product or Service | Size |
|---------------------------------|------------------------------------|---------|
| Wal-Mart Associates Inc. | General merchandise store | 1,000+ |
| University of Wisconsin- Stout | Education | 1,000+ |
| Menomonie Public School | Education | 500-999 |
| County of Dunn | Executive & general government | 500-999 |
| 3 M Co | Research & development: fuel cells | 250-499 |
| Conagra Grocery Products Co | Food products: dried milk | 250-499 |
| Myrtle Werth Hospital Inc. Mayo | Health care services: hospital | 250-499 |
| Andersen Corp. | Millwork production: windows | 250-499 |
| Phillips Plastics Corp. | Plastic molding | 100-249 |
| Cardinal Glass Industries Inc. | Glass products: flat glass | 100-249 |

Top 10 Industry Groups

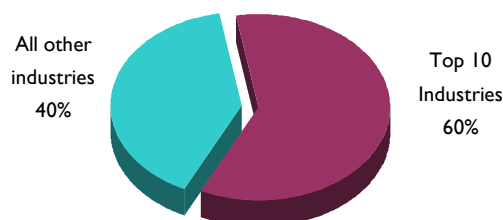
| Industry Group | March 2001 | | Numeric change | |
|---------------------------------------|------------|-----------|----------------|--------|
| | Employers | Employees | 1-year | 5-year |
| Educational Services | 8 | 2,221 | 6 | 166 |
| General Merchandise Stores | * | * | * | * |
| Eating and Drinking Places | 66 | 1,140 | -90 | 55 |
| Social Services | 27 | 1,079 | 66 | 202 |
| Health Services | 30 | 961 | 43 | 105 |
| Automotive Dealers & Service Stations | 31 | 515 | 2 | 118 |
| Paper and Allied Products | * | * | * | * |
| Food and Kindred Products | * | * | * | * |
| Food Stores | 11 | 372 | -80 | -90 |
| Lumber and Wood Products | 9 | 351 | 272 | 263 |

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

employer, 3M Co., to paper and allied products, part of nondurable goods production. Paper and allied products is now on the list of ten largest industry groups in the county. Lumber and wood products is also on the list and reveals some of the growth that occurred in durable goods manufacturing with the opening of Anderson Corporation in early 2001.

Anderson Corporation is also a new addition to

the ten largest employers list in Dunn County and is one of the 880 employers in the county. The industry list is still dominated, however, by industry groups from the services and retail trade divisions but not the list of largest employers.

The largest is Wal-Mart Associates Inc., representing the general merchandise industry group. This group, along with eating and drinking places

(Continued on page 7)



and food stores, is part of the retail trade industry division and included in the list of largest industry groups. Generally, retail trade employers are smaller but there are many of them who collectively provide many jobs.

Retail trade employers provide the greatest share of jobs in the county (28%) but less 21 percent of the total payroll. Payroll is higher here though than in many counties in Wisconsin and nearly matches the annual wages for retail trade in Eau Claire County. Even though the industry has many part

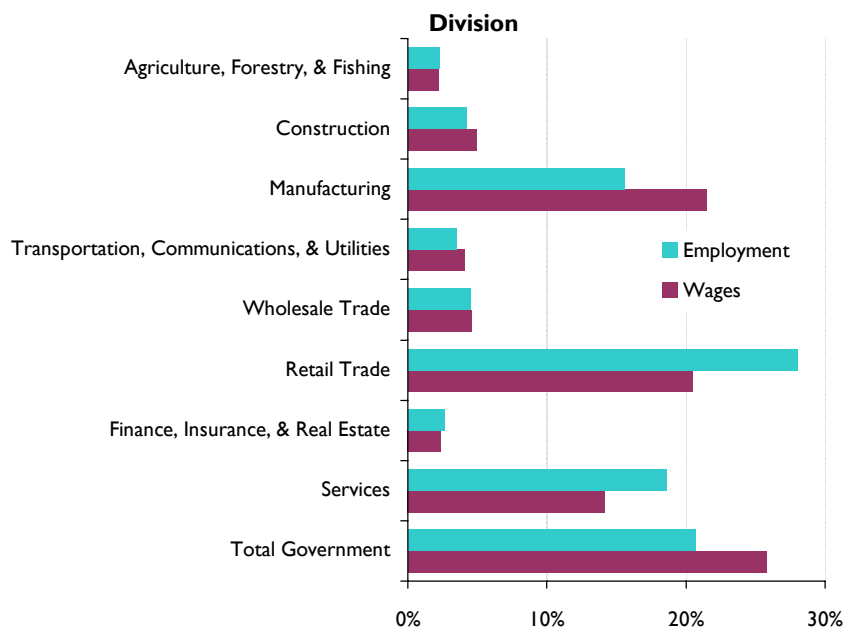
time jobs many of which are seasonal and offer lower hourly wages, in Dunn County the presence of a retail distribution center increases payroll and the annual average wage. Retail trade workers in the county earn over \$4,600 more annually than their counterparts in the state.

Manufacturing jobs were roughly 16 percent of county employment and workers earned the highest annual average wage of \$36,225 in 2001. Total manufacturing payroll of \$83,224,751 was the second highest in the county and was 22 percent of the total payroll from all employers of \$387,592,675.

The greatest payroll and second highest share of jobs are with government employers. Annual payroll of \$99,936,666 is nearly 26 percent of the total payroll from all employers of in 2001. Most of the jobs with government are in education services.

Average annual wages increased 2.6 percent in the last year much better than the 0.8 percent increase in the state. Even though manufacturing wages declined that doesn't imply that hourly wages were reduced. The annual average wage is affected by part-time, seasonal and overtime hours, by turnover, and by employer reductions.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

| | Dunn Co. Annual Average Wage | Wisconsin Annual Average Wage | Percent of State Average | 1-year percent change | 5-year percent change |
|---|------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries* | \$ 26,303 | \$ 30,922 | 85.1% | 2.6% | 19.7% |
| Agriculture, Forestry, & Fishing | \$ 24,984 | \$ 22,565 | 110.7% | 8.2% | 42.9% |
| Construction | \$ 30,458 | \$ 39,011 | 78.1% | -4.9% | 13.5% |
| Manufacturing | \$ 36,225 | \$ 39,739 | 91.2% | -0.4% | 13.1% |
| Transportation, Communications, & Utilities | \$ 30,711 | \$ 36,639 | 83.8% | 3.1% | 32.5% |
| Wholesale Trade | \$ 26,455 | \$ 40,521 | 65.3% | 3.2% | 27.3% |
| Retail Trade | \$ 19,227 | \$ 14,596 | 131.7% | 6.7% | 35.0% |
| Finance, Insurance, & Real estate | \$ 23,861 | \$ 40,933 | 58.3% | 4.6% | 7.9% |
| Services | \$ 20,078 | \$ 28,775 | 69.8% | 1.7% | 23.4% |
| Total Government | \$ 32,837 | \$ 33,785 | 97.2% | 2.8% | 14.5% |

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

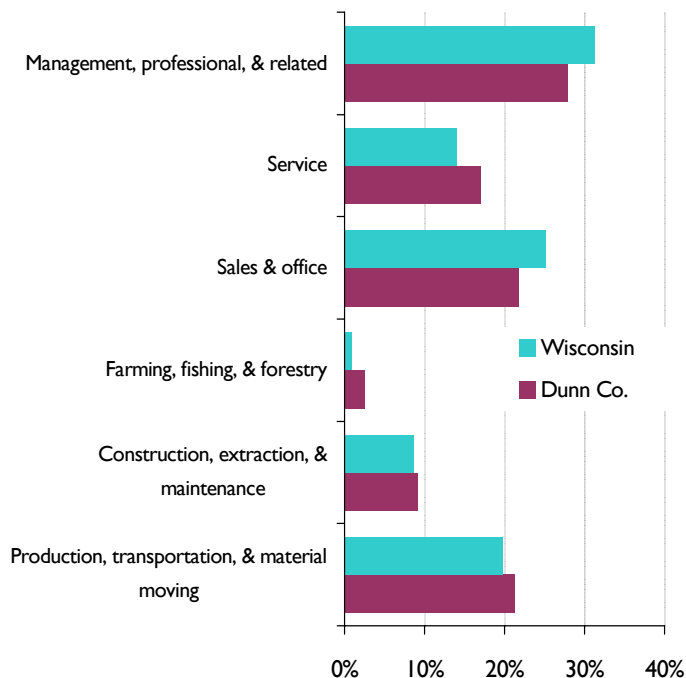
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Dunn County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed and commute out of the county for jobs.

The largest group in Dunn County, as in the state, is management, professional and related occupations. The management, professional and related occupations in Dunn County primarily include jobs as teachers and health care professionals. These jobs are with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Dunn County 50 percent of the population 25 years old and over have some education beyond high school but, surprisingly, only 21 percent hold a college degree. Another indicator that graduates leave the area. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Roughly 29 percent of the population has 1-3 years of post-secondary education that could in-

Employment by Occupation Group: 2000

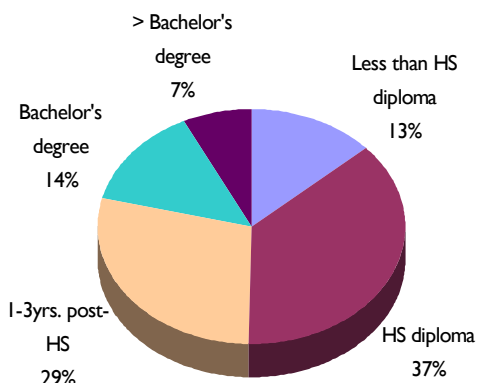


US Department of Commerce, Census Bureau, *Census 2000*

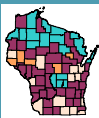
clude some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the third largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the second largest group. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries.

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 17 percent of the workforce in Dunn County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

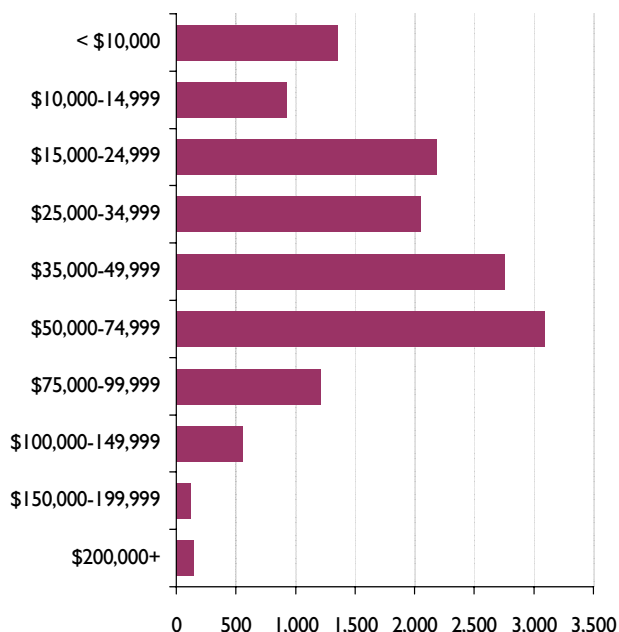
The median household income in 1999 (last full year of income data used for census) in Dunn County of \$38,753 was 88 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while roughly 16 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 12.9 percent that is higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Dunn County is 2.6 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$858,926,000 in Dunn County, divided by the total population. PCPI in Dunn County in 2000 of \$21,504 was 77 percent of the PCPI in Wisconsin and 73 percent of the United States. In the last year it increased only 4.2 percent, slower than both the increase in the state of 4.6 percent and the national increase of 5.8 percent. Incomes are lower in Dunn County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income

Households by Income Range

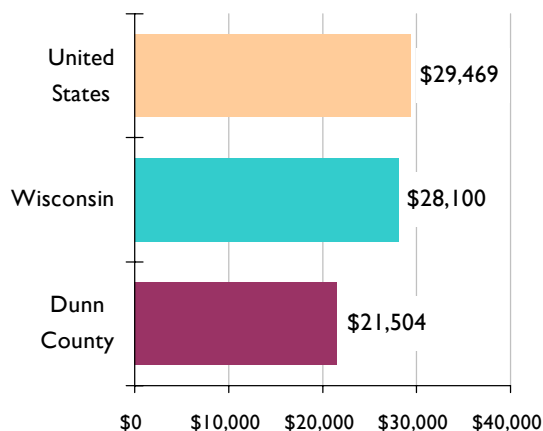
Median household income in Dunn Co. \$38,753



Source: US Dept. of Commerce, Census Bureau, Census 2000

from government retirement and medical payments comprises 75 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

